IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Isaac Bentolila et al.

Serial Number: 10/043,698

Filed: January 9, 2002

Title: SYSTEM AND METHOD FOR BEHAVIORAL MODEL
                   CLUSTERING IN TELEVISION USAGE, TARGETED
                   CLUSTERING, AND PREFERENCE ADVERTISING VIA
                   MODEL PROGRAMMING BASED ON BEHAVIORAL
                   MODEL CLUSTERS

Examiner: Sheleheda, James R.

Art Unit: 2424

AMENDMENT AND RESPONSE TO OFFICE ACTION

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action dated August 9, 2010, in which a response is due November 9, 2010, Applicants hereby submit the following amendments and remarks/arguments for entry in the above-referenced application. Reconsideration of the application is respectfully requested.

Listing and Amendment of the Claims begins on page 2 of this paper.

Remarks/Arguments begin on page 9 of this paper.